PHILIP MORRIS INCORPORATED INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: David Dangoor DATE: July 31, 1989

FROM: Jeanne Bonhomme

SUBJECT: Campaign And Slogan Recognition

The attached tables show the campaign and slogan recognition scores for 1986 through 1989 (Tables 1 and 2). I've also included a summary table which highlights Merit and Benson & Hedges' performance compared to competition (Table 3).

In the case of Merit, the Reportorial campaign had achieved a level of identification in October 1988 close to that produced by the Sea campaign after many more years of support. Merit Reportorial correct identification scores were in line with Vantage and Carlton. Pack "Match-up" places Merit between those two brands.

The Benson & Hedges Quality Matters campaign also made strides over the previous years' performance. Almost one-quarter of smokers correctly identified the campaign and one-third could match-up the pack with the ad, putting Benson & Hedges on par with Salem.

Jeanne

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Attachments

cc: D. Beran
C. Levy
B. Schuyler
J. Scully
R. Simons

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Source: https://www.industrydocuments.ucsf.edu/docs/nklj0004